



NATIVE ADVERTISING PACKAGE: \$5,730

Sponsor provides one complete, high-quality and objective non-commercial content piece to run for 30 days. This package is exclusive to one advertiser per month. We have the right to review and edit all sponsor content.

FULL YEAR PACKAGE: Become a sponsor for the entire year (12 times).

SPECS

For Articles, Include the Following...

- 500-2,000 words of text
- Suggested headline and teaser
- Author byline and bio (author photo optional)
- Photo credits or captions if applicable
- Company logo: high resolution at 300 pixels wide with transparent background
- 30-word company description

Website Ads

- Leaderboard: 728 x 90 pixels and 320 x 50 pixels
- Medium Rectangle: 300 x 250 pixels
- Skyscraper: 300 x 600 pixels and 160 x 600 pixels

Graphics, Artwork, Media

- All original, full-size images saved as jpeg, gif or png files
- **Article & Featured image:** 900 x 550 pixels
- **Videos:** Videos must be submitted as a digital file, fully edited and in the finished version. Under 5 minutes is recommended.
- **VIDEO SIZE:** Anything up to 1920 x 1080 pixels
- **FILE SIZE:** Under 2GB
- **FORMATS:** .mp4, .mov, .wmv, .flv, .mpg, .avi

Campaign Extension

- Extend your Native Advertising campaign from 6 to 12 months.

Additional \$1,840

NATIVE ADVERTISING Q&A

Need help creating content or want to expand your reach?

We can do that! BNP Media experts can work with you to create content. For additional products and services including print/digital advertising and dedicated eBlasts, contact your sales rep for pricing.

What type of content works best for native advertising?

Shareable, buzz-worthy, non-commercial content including trending topics, lists, photo slideshows and relevant/timely articles. Successful native ad campaigns deliver valuable content to its audience.



Contact your sales rep to advertise with ASSEMBLY.

TOM ESPOSITO

Publisher
»» (610) 436-4220 x 8530
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BILL DEYOE

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Western MI, MN, MO, MT, ND, NE, NM, NV,
OK, OR, SD, TX, UT, WA, WI, WY

PUSH YOUR CONTENT OUT THROUGH ASSEMBLY'S ONLINE EDITORIAL CHANNELS.

Professionals turn to www.ASSEMBLYmag.com for industry solutions and high-quality editorial. Now you can drive brand awareness as a thought-leader by publishing your sticky, buzz-worthy, non-commercial content alongside our trusted editorial online, in our eNewsletter and on our social media outlets.

NATIVE ADVERTISING PACKAGE

Package includes publishing one piece of your high-quality editorial labeled as "Sponsored Content" on all of the following ASSEMBLY channels:

1 Exclusive Website Content Page

- YOUR supplied content (article and/or multimedia), labeled as "Sponsored Content," presented with your logo and company description, on ASSEMBLY's website for 6 months
- YOUR leaderboard, medium rectangle, and two skyscraper ads will appear on the content page
- YOUR twitter widget or custom video player

PLUS:

- Content page includes any related content tagged to your company (articles, products, events, directories)
- Social media icons make it easy for readers to share your content
- Content appears in keyword searches on www.ASSEMBLYmag.com
- Includes comments section for registered users

2 Featured on ASSEMBLYmag.com Home Page

- Remains in a premium position in the third column Run-of-Site for 30 days
- Labeled as "Sponsored Content" and featured alongside trusted editorial reaching up to 43,755* unique monthly users
- Links to your exclusive content page

3 eNewsletter Content Box Ad

- Content highlighted in the ASSEMBLY eNewsletter distributed to more than 26,000* digital subscribers
- Links to your exclusive content page
- Content labeled as "Sponsor Content" with your logo
- Leads available upon request

4 Social Media

- Sponsor content will be shared on ASSEMBLY's Facebook and Twitter pages, using your unique customized hashtag

CONTENT PAGE



HOME PAGE



eNEWSLETTER

